

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 581482 /		<u>Alt Order #</u> 09836722
<u>Product</u> NRA		
<u>Contract Dates</u> 10/08/12 - 10/14/12		<u>Estimate #</u> 3316
<u>Advertiser</u> National Rifle Association		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Men 35-64		
		<u>Total Ratings</u> 56.50
<u>IDB#</u>	<u>Advertiser Code</u> 137	<u>Product Code</u> 490
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/08/12	10/08/12	M-F 1135p-1205a	1135p-1205a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$600.00	1.30			
N 2	6	10/09/12	10/09/12	M-F 1135p-1205a	1135p-1205a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$600.00	1.30			
N 3	6	10/10/12	10/10/12	M-F 1135p-1205a	1135p-1205a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$600.00	1.30			
N 4	6	10/11/12	10/11/12	M-F 1135p-1205a	1135p-1205a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$600.00	1.30			
N 5	6	10/12/12	10/12/12	M-F 1135p-1205a	1135p-1205a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$600.00	1.30			
N 6	6	10/14/12	10/14/12	Fox 6 Blitz	1035p-1105p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$1,000.00	5.10			
N 7	6	10/14/12	10/14/12	NFL on FOX 3p	3p-CC		:30				NM	1	\$8,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$8,350.00	28.90			
N 8	6	10/14/12	10/14/12	Su 1205p-1235a	1205p-1235a		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$185.00	1.00			
N 9	6	10/13/12	10/13/12	College Football on	various		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$1,800.00	10.00			
N 10	6	10/14/12	10/14/12	Su 530-6p News	530-6p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$850.00	5.00			
Totals												56.50	\$15,185.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
581482 /	09836722

Contract Dates	Product	Estimate #
10/08/12 - 10/14/12	NRA	3316

Advertiser	Original Date / Revision
National Rifle Association	10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
<hr/>													
Time Period		# of Spots		Gross Amount		Net Amount							
10/01/12 - 10/14/12		10		\$15,185.00		\$12,907.25							
Totals		10		\$15,185.00		\$12,907.25							

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jonathan Ferrell
do hereby request station time concerning the following issue:

National Rifle Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: National Rifle Association

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>	
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I represent that the payment for the above described broadcast time has been furnished by:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

Date _____ Signature John F. Hall 703-683-4877
Contact Phone Number _____

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

WITI-TV - WITI-TV			7003	7003
			10/05/12	
Inv Date	Invoice #	Description	Balance Due	Discount
10-04-12	104SMBWITI-M	NRA1-NRA1-2012 3318	12,907.25	
				Net Amount
				12,907.25

Check Total: \$12,907.25

AMERICAN MEDIA & ADVOCACY GROUP
 815 SLATERS LANE
 ALEXANDRIA, VIRGINIA 22314

BB&T
 VIRGINIA
 88-428/514

7003

7003

NUMBER

PAY EXACTLY*****12,907 DOLLARS AND 25 CENTS

DATE

AMOUNT

Oct 05, 2012

\$12,907.25

PAY
 TO THE
 ORDER
 OF

WITI-TV
 9001 N Green Bay Road
 Milwaukee, WI 53209

Jonathan N. Zornell

THE REVERSE SIDE OF THIS DOCUMENT INCLUDES A SECURITY SCREEN CHECK